



Data and Privacy File Guides

**Apple.com and Apple Store:
Apple Store Survey History**

April 2019

File name Retail Store Survey History.csv

File description A download of when the customer completed an Apple Store Survey, providing feedback on their in-store purchase, service, or learning experience.

Why Apple keeps this information Apple retains this information to improve the Apple Store customer experience.

Field Name	Details
Apple ID Number	Apple account identifying number
Survey	The type of survey in which the customer participated
Store	The specific Apple Store for which the customer provided feedback
Survey Response Date	The timestamp representing when the user responded to the survey